

Meeting Minutes – November 2, 2009

Meeting Attended By: All group members

1. Agenda
 - a. Meeting with KUF
 - b. Analysis of KUF website
 - c. Where do we go from here?
 - i. Structure of project
 - ii. Schedule
2. Meeting with KUF
 - a. See meeting notes (attached as Appendix A)
3. Analysis of KUF Website
 - a. Not visually appealing
 - b. Could use technology better
 - c. Items on the website are not prioritized well
 - d. Some web pages are quite lengthy
 - e. Consistency throughout the website, EXCEPT for the letters from the kids section
 - i. Letters from the kids section very cheaply put together
 1. Thumbnails not a consistent size
 2. Organization is poor
 3. Some categories (e.g. special events) have few images (2)
 4. Only 20-25 pictures on the entire letters section
 5. GOOD: When you click an image, it zooms out to full page with Flash
 - f. Edmonton template is a LOT better than the current Calgary one
 - i. Since Calgary switching their website soon, need to screenshot the original Calgary website
4. Where do we go from here?
 - a. Meeting during reading days (longer than one hour)
 - i. All members agreed
 - b. Structure and schedule
 - i. To be determined after class on November 3, 2009
 - ii. CSFs – do they have to be only about the website?

Appendix A – Meeting With Kids Up Front (2009/10/30)

This is a very rough, unedited set of notes regarding the meeting. Ask Omar/Lara/Brianna for more details if needed

Flow of tickets – from the moment a ticket gets dropped off...

1. Tickets get dropped off, typically with a business card thrown in
2. Tickets photocopies sometimes as a tax receipt
3. Donor name + ticket entered into database
4. E-mail sent out to agencies working with KUF
5. Ticket remains locked in office until a recipient is found
6. Ticket(s) put into envelope outlining details
7. Organizations are responsible for picking up their own tickets
8. When ticket is picked up, log book used to record info on who picked up ticket, etc.
9. Thank you card normally rec'd from ticket recipient
 - a. Based on database info, thank you card is sent out to donor
 - i. First time donors get thank you cards from kids
 - ii. Regular donors get thank you cards every third time
 - b. Thank you letter also sent out from KUF
 - i. Every couple of weeks a list is made up of donors needing to be thanked

For special events,

- a) Arranging transportation or food
- b) Waivers for the above if necessary

Donors

- a) Organizations
 - a. Encana → corporate groups + social clubs
- b) Individual donors (least)
- c) Entertainment organizations (most)
 - a. Calgary Flames
 - b. Calgary Hitmen
 - c. Storybook theater, etc.

Database (customized version of Access)

- Two types of donations – tickets + financial
- Tickets needs to be tracked → qualified donees need to have a registered charity

- Finances are very important
- Database was developed all over e-mail → wasn't necessary to meet with developer face-to-face
- Organization is VERY satisfied with their database
- Keeping track of e-tickets vs. regular tickets → not currently possible; future plan

Opportunities down the road → Ticket distribution/logistics

- Would require a volunteer delivery system
- Increase accessibility for donors and agencies

Other KUF locations are looking at

- Online ticket distribution system
- Online ticket donations

ISSUES WITH THAT

- Sometimes they don't give tickets out to everyone

Website

- Feedback right now is primarily from the observations from agencies...in the future, would like to use survey monkey to get views on how the events change
- Scrapbooks – linked to Twitter?
- Website is being evaluated now, expected to be finished by December

Constraints

- Resources
 - Financial
 - People getting involved
- Technical ability of staff
- LOGISTICS